

ORDER



Orders
Order / Rev: 708100
Alt Order #: 06289073
Product Desc: CROSSROADS GPS
Estimate: 1268
Flight Dates: 08/23/12 - 08/29/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Crossroads GPS
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 07/30/12 | 08/26/12 | 36 | \$52,700.00 | \$44,795.00 |
| 08/27/12 | 08/29/12 | 41 | \$47,800.00 | \$40,630.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|---------------------|--------------------|-------------|
| August 2012 | 36 | \$52,700.00 | \$44,795.00 | 0.00 |
| September 2012 | 41 | \$47,800.00 | \$40,630.00 | 0.00 |
| Totals | 77 | \$100,500.00 | \$85,425.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joe Knauer | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 1 | WKYC | 08/23/12 | 08/24/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | ---TF-- | :30 | 2 | \$1,000.00 | P-5 | 0.00 | NM | 2 | \$2,000.00 |
| | | 1X PER DAY | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/20/12 | 08/26/12 | ---TF-- | | 2 | | | | \$1,000.00 | | 0.00 | | | |
| 2 | WKYC | 08/23/12 | 08/24/12 | M-F 7-9a Today Today Show | CM | 7a-9a | ---TF-- | :30 | 4 | \$1,000.00 | P-5 | 0.00 | NM | 4 | \$4,000.00 |
| | | 2X PER DAY | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/20/12 | 08/26/12 | ---TF-- | | 4 | | | | \$1,000.00 | | 0.00 | | | |
| 3 | WKYC | 08/23/12 | 08/24/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a | ---TF-- | :30 | 2 | \$550.00 | P-5 | 0.00 | NM | 2 | \$1,100.00 |
| | | 1X PER DAY | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/20/12 | 08/26/12 | ---TF-- | | 2 | | | | \$550.00 | | 0.00 | | | |
| 4 | WKYC | 08/23/12 | 08/24/12 | Days of Our Lives Days of Our Lives | CM | 1p-2p | ---TF-- | :30 | 2 | \$500.00 | P-5 | 0.00 | NM | 2 | \$1,000.00 |
| | | 1X PER DAY | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/20/12 | 08/26/12 | ---TF-- | | 2 | | | | \$500.00 | | 0.00 | | | |
| 5 | WKYC | 08/23/12 | 08/24/12 | M-F 4-5p Ellen Degeneres | CM | 4p-5p | ---TF-- | :30 | 2 | \$500.00 | P-5 | 0.00 | NM | 2 | \$1,000.00 |
| | | 1X PER DAY | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 708100
 Alt Order #: 06289073
 Flight Dates: 08/23/12 - 08/29/12

Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 1268
WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------|-----------|-------------------|-----------------|--|-----------------------|----------------------------------|-----------------|---------------|---------------|-------------------------|-----|------------|-------------|-------|------------|
| 5 | WKYC | 08/23/12 | 08/24/12 | M-F 4-5p Ellen Degeneres | CM | 4p-5p | ---TF-- | :30 | 2 | \$500.00 | P-5 | 0.00 | NM | 2 | \$1,000.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | ---TF-- | 2 | | \$500.00 | | 0.00 | | | | | | |
| 6 | WKYC | 08/23/12 | 08/24/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | ---TF-- | :30 | 3 | \$750.00 | P-5 | 0.00 | NM | 3 | \$2,250.00 |
| 1X TH 2X FRI | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | ---TF-- | 3 | | \$750.00 | | 0.00 | | | | | | |
| 7 | WKYC | 08/23/12 | 08/24/12 | M-F 6-630p Channel 3 News at 6p | CM | 6p-630p | ---TF-- | :30 | 2 | \$2,000.00 | P-5 | 0.00 | NM | 2 | \$4,000.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | ---TF-- | 2 | | \$2,000.00 | | 0.00 | | | | | | |
| 8 | WKYC | 08/23/12 | 08/24/12 | Nightly News Nightly News | CM | M-Su 6:28p-7p | ---TF-- | :30 | 2 | \$3,000.00 | P-5 | 0.00 | NM | 2 | \$6,000.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | ---TF-- | 2 | | \$3,000.00 | | 0.00 | | | | | | |
| 9 | WKYC | 08/23/12 | 08/24/12 | M-F 7-730p Channel 3 News at 7P | CM | 7-730p | ---TF-- | :30 | 2 | \$1,200.00 | P-5 | 0.00 | NM | 1 | \$1,200.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | ---TF-- | 2 | | \$1,200.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | WKYC | 08/20/12-08/26/12 | | M-F 7-730p | 7-730p | | ---ThF---- | :30 | | (\$1,200.00) | | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| 10 | WKYC | 08/23/12 | 08/24/12 | Tonight Show Tonight Show | CM | 1135p-1237a | ---TF-- | :30 | 3 | \$750.00 | P-5 | 0.00 | NM | 3 | \$2,250.00 |
| 1X TH 2X FRI | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | ---TF-- | 3 | | \$750.00 | | 0.00 | | | | | | |
| 11 | WKYC | 08/23/12 | 08/25/12 | LN (M-Su) Late News (M-Su) | CM | 11P-1135P | ---TFS- | :30 | 3 | \$2,800.00 | P-5 | 0.00 | NM | 3 | \$8,400.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | ---TFS- | 3 | | \$2,800.00 | | 0.00 | | | | | | |
| 12 | WKYC | 08/25/12 | 08/25/12 | SAT TDY NBC Today Show (Sa) | CM | 7a-9a | -----S- | :30 | 2 | \$1,000.00 | P-5 | 0.00 | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S- | 2 | | \$1,000.00 | | 0.00 | | | | | | |
| 13 | WKYC | 08/25/12 | 08/25/12 | Sat 730-8p Sat 730-8P | CM | 730-8p | -----S- | :30 | 1 | \$500.00 | P-5 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S- | 1 | | \$500.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | WKYC | 08/20/12-08/26/12 | | Sat 730-8p | 730-8p | | -----Sa-- | :30 | | (\$500.00) | | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| 14 | WKYC | 08/25/12 | 08/26/12 | SS 9-1030a Channel 3 News 9am Sa/Su | CM | 9a-1030a Sa/Su | -----SS | :30 | 2 | \$1,000.00 | P-5 | 0.00 | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | -----SS | 2 | | \$1,000.00 | | 0.00 | | | | | | |
| 15 | WKYC | 08/25/12 | 08/26/12 | EN (Sa-Su) Early News (Sa-Su) | CM | 6P-7P Sa/Su (6:00 PM-6:30 PM) | -----SS | :30 | 2 | \$2,000.00 | P-5 | 0.00 | NM | 2 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | -----SS | 2 | | \$2,000.00 | | 0.00 | | | | | | |
| 16 | WKYC | 08/26/12 | 08/26/12 | SUN TDY NBC Today Show (Su) | CM | 8a-9a | -----S | :30 | 1 | \$1,000.00 | P-5 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |

